

PHILIPPINES – KOREA TRAVEL EXCHANGE (PHILKOTEX)

27 June 2019 | Manila

TERMS OF REFERENCE

Services of an Event Integrator for Business-to-Business (B2B) Session and Production House for Welcome Dinner Reception

I. BACKGROUND

The Korean market has consistently been the top source of tourist traffic for the Philippines. It first reached the one million mark in the year 2012. In 2007, a total of 1,607,821 Korean tourists came to the Philippines. Last year, it turned out that the number of Korean tourist arrivals was 1,587,959, which is quite a good result considering the 6-month Boracay Island closure in April-October although Palawan as a new destination for the Korea market was emerged with direct flights via Philippine Airlines from June to October 2018 and Eastar Jet from October till the present.

PHILKOTEX is a travel trade event in Manila to be participated by about 80-100 qualified Korean tour operators and agents, composed of both product developers and frontline sales agents. They will participate in the table-top business appointments with accredited Philippine tourism suppliers from top destinations favored by the Korean travelers like Manila, Clark, Subic, Bohol, Cebu, Boracay, Iloilo, Sicogon and Palawan.

There is a need for the TPB to provide an operative and successful flow of the following activities on 27 June 2019. As such, it will be need of services of an EVENT INTEGRATOR and PRODUCTION HOUSE to assist in the effective management of the proceedings of the travel exchange area and dinner reception by delivering the necessary physical and technical requirements, talents, technical manpower and all other provision for the success of the event:

- a) Business-to-Business session (Travel Exchange Area)
27 June 2019 | 08:00H – 17:00H
- b) Welcome dinner reception (Dining area)
27 June 2019 | 19:00H – 22:00H

II. SCOPE OF SERVICES

- **Business-to-Business session (Travel Exchange Area)**

27 June 2019 | 08:00H – 17:00H

The Event Integrator team shall:

1. Conceptualize and implement the event plan/program for the Business-to-Business (B2B) session in the travel exchange area (TRAVEX) on 27 June 2019 to include:
 - a. Program flow detailed scenario;

TIME	ACTIVITY
07:30-08:30	Registration (for Sellers only)
08:30-09:00	Opening program and PHILKOTEX briefing
09:00-10:30	Business Appointments 1-6
10:30-10:45	AM Snack Break
10:45-12:00	Business Appointments 7-11
12:00-13:25	Lunch Break
13:30-15:30	Appointments 12-19
15:30-15:45	PM Snack Break
15:45-18:00	Business Appointments 20-28
18:00-19:00	Cocktail Reception
19:30-23:00	Grand Dinner Reception

- b. Script based on the approved program;
- c. Professionals/talents for the event proper, to include the Voice-Over; and
- d. Welcome entertainment during the arrivals of the participants and official opening of the event.

2. Provide the following physical and technical requirements for the Travel Exchange Area, and oversee the set-up and operation in coordination with the technical provider in the event venues, including, but not limited to:
 - LED screen/backdrop, set design;
 - Stage truss system;
 - Complete PA system (speakers, microphones, etc.);
 - Professional Lighting System; and
 - Signage within and around the event venue.

3. Form a lean Event Management Team to oversee the light, sound, special effects, audio-visual and other physical and technical requirements, stage design, blocking, etc. for TRAVEL EXCHANGE AREA:
 - Director;
 - Script Writer;
 - Venue/stage designer;
 - Technical (light and sound) Director; and
 - Videographer and Photographer.

4. Professional fees of host/voice over talent, performers, event integrator team;

5. Venue styling and enhancement of the following, but not limited to:
 - a. Travel Exchange Area (Business-to-Business Session);
 - b. Main entrance of the Travel Exchange Area; and
 - c. VIP Lounge.

6. Installation, enhancement and styling of Entrance LED Arch in the main entrance of Travel Exchange Area;

7. Provision of trusses support for the installation and production/printing of two (2) drop-down banners, measured at (2.65(H) x 4(W)) meters on the side of stage;

8. Printing of title A3 cards/table-top signages (100 pcs) for B2B sessions (Acrylic stand c/o TPB);

9. Rental of AV equipment;

10. Creatives for artworks and design;

11.Oversee, coordinate and present a final dry-run PHILKOTEX events/activities a day before the event for final approval of TPB; and

12.Document in video all presentations/proceedings in the event venue during TRAVEX and producing a same-day edit video.

- **Welcome dinner reception (Dining area)**

27 June 2019 | 19:00H – 22:00H

The Production House team shall:

1. Conceptualize the theme, entertainment plan and implement the event plan/program for the PHILKOTEX Welcome Dinner Reception on 27 June 2019 to include:

a. Program flow detailed scenario;

TIME	ACTIVITY
19:00-19:30	Arrival of Guests
19:30-19:50	Opening
19:50-19:55	Welcome Address
19:55-20:00	Keynote Speaker
20:00	Dinner
20:45	Start of Program
23:00	End of Program

b. Script based on the approved program;

c. Professionals/talents for the event proper, to include the Voice-Over; and

d. Welcome entertainment during the arrivals of the participants and official opening of the event.

2. Create a Production Management Team to manage, coordinate, oversee the pre- and post-production operations, audiovisual requirements, stage set up, physical and technical requirements, program flow, artistic content, and other elements and requirements of the show for pre-production activities, rehearsals, and performances;
 - Director;
 - Script Writer;
 - Venue/stage designer;
 - Technical (light and sound) Director; and
 - Videographer and Photographer.
3. Provide the following physical and technical requirements and oversee the set-up and operation in coordination with the technical provider in the event venues, including, but not limited to:
 - LED screen/backdrop, set design;
 - Stage truss system;
 - Complete PA system (speakers, microphones, etc.); and
 - Professional Lighting System;
4. Installation, enhancement and styling of Entrance Arch in the main entrance of dining area;
5. Rental of AV equipment;
6. Creatives for artworks and design;
7. Oversee, coordinate and present a final dry-run PHILKOTEX events/activities a day before the event for final approval of TPB; and
8. Document in photos and video all presentations/proceedings in the event venue during welcome dinner reception and producing a same-day video edit. (saved in an external hard drive):

III. ELIGIBILITY REQUIREMENTS

1. Must be Filipino owned, operated and legally registered Events Management Company / Production House / Conference Integrator under Philippine laws;
2. Must be registered in the Philippine Government Electronic Procurement System (PHILGEPS)

3. Must have minimum of 2 years' experience in organizing large-scale events and similar events, must be able to submit list of similar local events handled in the past and list of current on-going/forthcoming projects;
4. Must have a wide network of talent contacts and should be able to negotiate preferential rates and terms; and
5. Company profile

IV. ADDITIONAL REQUIREMENTS

Bidders will be required to make a presentation (maximum of 15 minutes) of their Plan Approach for the project. The winning bid must attain a hurdle rate of 85% based on the following set of selection criteria with their corresponding weight assignment:

Proposal	Weight
Technical Proposal	85%
Financial Proposal	15%

Rating guide for Technical Proposal

	CRITERIA
I.	<p>Firm Experience And Capability (20 points)</p> <p>1.1 Number of large scale events handled/to be handled (past/present/future) (10 points)</p> <p>1.2 Expertise in the field and manpower support to implement the project (10 points)</p>
II.	<p>PLAN OF APPROACH AND METHODOLOGY (60 points)</p> <p>2.1 Creativity concept / over-all program design (30 points)</p> <p>2.2 Innovativeness, comprehensiveness of the program (15 points)</p> <p>2.3 Potential impact of the program to the viewers (10 points)</p>
III.	<p>QUALITY OF THE PERFORMERS/ARTISTS SUGGESTED (25 points) must have experience in packaging entertainment</p>

	programs in international events featuring Filipino artists and talents and must have a repertoire to include ethnic, pop, classical, jazz, etc. as well as traditional and alternative cultural groups.
TOTAL	100%

The bidder shall be advised on the Schedule of presentation.

Bid Price Ceiling is **PhP 965,000.00** inclusive of all applicable taxes. Cost of items in bid should be broken down. The winning bid shall be determined **based on the quality of the proposal with the most advantageous financial package cost**, provided that the amount of bid does not exceed the abovementioned approved budget.

For particulars, please contact:

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